



**MINFIND.COM**

# Minfind.com Relaunch!

We're excited to announce that minfind.com is now partnered back with mindat.org and is preparing to go back online! Over the next few months, we'll gradually be ramping up the number of companies on the site to help connect dealers with customers. To start, new dealers will be added by invitation to ensure quality and diversity of material.

## How do new dealers get items listed on minfind.com?

Minfind.com is exclusively for natural minerals and collectible gemstones.

Listings on minfind.com are kept current through .csv files stored at a url. You can create this with Microsoft Excel, or, if you have a database-driven website, a .csv can be programmed. Some of you who were previous dealers on minfind.com might even have this integration still built in!

## Minfind.com will pull valuable specimen information from the .csv, including:

Reference \* - Your unique specimen ID. Can be a number or alphanumeric.

URL \* - Full URL of the page on your website where the specimen can be purchased (must include http://)

Name \* - Specimen title - mineral names must be included in this, for example "Diopside on Calcite"

Locality \* - Locality name, ideally in format with country at end, eg Tsumeb Mine, Otavi, Namibia. Please add USA if necessary

Mindat Locality - If you know which mindat locality ID matches your locality, add it here, or zero if not known.

Description \* - Full text description for the specimen. Carriage returns should be replaced with ^p.

Price \* - Price of specimen, currency symbols optional (but only one currency, your primary, should be used). For Price on Request specimens, a 0 may be used.

Width \* - Width in mm.

Height - Height in mm.

Depth - Depth in mm.

Weight - Weight in grams, or zero if not known.

Photo 1 \* - First photo of specimen (one photo is required), URL for image on your website.

Photo 2 - Second photo of specimen, URL for image on your website.

Photo 3 - Third photo of specimen, URL for image on your website.

Photo 4 - Fourth photo of specimen, URL for image on your website.

Photo 5 - Fifth photo of specimen, URL for image on your website.

Photo 6 - Sixth photo of specimen, URL for image on your website.

Photo 7 - Seventh photo of specimen, URL for image on your website.

Photo 8 - Eighth photo of specimen, URL for image on your website.

Photo 9 - Ninth of specimen, URL for image on your website.

Photo 10 - Tenth photo of specimen, URL for image on your website.

minID - The minID allocated for this specimen. If none, a new one will be generated for you automatically.

Mandatory fields marked with a \* - others may be replaced with 0, but all columns must be included.

## Listing Requirements

To ensure quality of listings on the site, the following listing guidelines are observed on minfind.com

Photos must be of the actual specimen for sale.

No stock images accepted.

Photos should be at least 1000px on the longest length.

## **Integration and Listing Fees**

Once integration fees are paid, **Minfind.com subscription fees are being waived till January 2022** to celebrate the reboot and help dealers onboard to the site. And, if you've been a long-time Minfind.com user, you might even have waived integration fees if your previous programming is still in place!

There is a one-time integration fee to get your specimen listings and .csv live on minfind.com. An annual subscription fee will be charged to keep your listings active on the site, based on the number of listing slots you'd like to have. If you were on the pre-2017 version of Minfind.com, please ask us about discounted or waived integration fees, since your links and integration may still be active.

\$300            One time integration fee, from a .csv prepared by dealers based on the provided template above. Additional set-up fees may apply if additional coding is required.

If websites undergo coding changes that require reintegration, additional fees will apply based on necessary coding changes to keep dealer sites integrated.

Annual subscription fees, starting January 2022

\$400	Up to 500 items
\$700	Up to 1000 items
\$1200	Up to 2000 items
\$1800	Over 2000 items, up to 5000 items

\*\*\* Please discuss pricing for over 5000 items directly with the Minfind.com team

Minfind.com will crawl integrated .csv files approximately each week. If items are removed from your site (sold or deleted) and removed from the .csv, a new item may take its place to fill your dedicated item slots. You are paying for X number of live listings at any time, on a rotating basis.

For example, if you are currently paying for 1000 items, but your .csv has 1200 items, the system will automatically pull the first 1000 items in your spreadsheet to show live on Minfind.com; the remaining 200 items will not pull through to the site. If 10 of the 1000 live items are sold or deleted from the .csv, the next 10 items from your "overflow" will automatically be added to the site on the next crawl.

### **Special Offers for Early Subscribers**

For those of you who were live on the "classic" version of minfind.com, dating back to pre-2017, we are waiving integration fees if your .csv is still located at the same URL and active.

For those who aren't already integrated on the site, or need to be reintegrated, we will also be waiving integration fees for the first 5 dealers to commit to joining.

### **Special Offers for Dealers on therock.show**

For dealers on therock.show that already have a .csv crawling their website, please contact us regarding your free or discounted integration!

### **Policy Violations and Terms of Use**

- Minfind.com is not responsible for any coding incompatibilities that may arise due to programming changes on your site. Reintegration fees may apply.
- Failure to comply with quality requirements for listings may result in removal from the site.
- Minfind.com is not responsible for any commercial transactions between buyers and dealers.
- Due to the international nature of dealers participating in Minfind.com, prices shown on Minfind.com may vary from prices shown on dealer websites. If there is a difference shown in price, details or availability between this site and the dealer website, you should always assume the dealer website is correct. Some of these minerals may no longer be available as our indexing of dealer websites is not real-time.
- Minfind.com reserves the right to remove dealers for any reason, including but not limited to copyright infringement, false representation, poor listing quality, or failure to comply with Minfind.com requests.